

Roll No. 0201863

11/12/18

BBA-301(N)

B. B. A. (Third Semester)

EXAMINATION, Nov./Dec., 2018

(New Course)

Paper First

ADVERTISING MANAGEMENT

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt questions from all Sections as directed.

Inst. : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section—A

(Short Answer Type Questions)

Note : All questions are compulsory, Each question carries 3 marks.

1. (A) What is the difference between advertising and publicity?
- (B) What are the negative influences of advertising on children?
- (C) What are the components of the communication mix?
- (D) Define Integrated Marketing Communication.

(C-90) P. T. O.

- (E) What is brand repositioning ?
- (F) What is the DAGMAR approach ?
- (G) What is a media vehicle ?
- (H) What is TRP ?
- (I) Give some examples of outdoor media.
- (J) What is a 'boutique' agency ?

Section—B

(Long Answer Type Questions)

Note : Attempt any two questions. Each question carries 10 marks.

2. What do you understand by Public Relations ? Discuss the characteristic of an effective PR campaign.
3. "Advertising is wasteful expenditure in a country like India." Do you agree ? Explain why *or* why not citing suitable examples.
4. What is brand ? Explain the various ways a brand may be positioned.
5. Discuss the various methods of setting the advertising budget.

Section—C

(Long Answer Type Questions)

Note : Attempt any two questions. Each question carries 10 marks.

6. What care should be taken while creating advertising campaign for social media ? Explain the advertising strategy for any one social media platform you are familiar with.

(C-90)

7. What should be the characteristics of an effective copy for print media ?
8. What is advertising research ? Discuss the types of advertising research.
9. Write notes on any two of the following :
 - (a) Reach, circulation and frequency
 - (b) Media buying
 - (c) Low and High involvement media

BBA-301(N)

2,200

(C-90)